



## *AOT in Action*

### ***TOURISM WORKS FOR ARIZONA!***

Welcome to AOT in Action, your weekly e-newsletter from the Arizona Office of Tourism (AOT).

#### **A Message from the Director:**

Good morning.

Last week, AOT deputy director Kelly Paisley attended the 9<sup>th</sup> Annual Cultural & Heritage Tourism Alliance Conference in Seattle, Wash. The conference was a great opportunity to meet with tourism industry leaders from across the nation and discuss strategies for generating economic development through cultural and heritage programs. The Grand Canyon State has an incredible amount of opportunities that can be highlighted and help increase tourism visitation and benefit local communities. Through conference sessions such as, how social media can be used to market cultural tourism and how to development dynamic cultural tourism destinations through effective marketing, AOT learned from best practice examples on how the agency can successfully promote our amazing cultural and heritage destinations in addition to the efforts we have already been doing.

Have a great week.

A handwritten signature in black ink that reads 'Margie A. Emmermann'. The script is fluid and cursive.

Margie A. Emmermann  
Director  
Arizona Office of Tourism

## AOT News Flash

### Arizona Tourism University (ATU) Presents How to Develop an Interactive Marketing Strategy Workshop

ATU, the educational outreach program created by the Arizona Office of Tourism, is designed to educate statewide tourism organizations on tried and true tourism marketing tactics and the latest developments in the industry. The ultimate goal of ATU is to give communities the tools and resources they need to successfully develop their own tourism programs and to effectively work in partnership with AOT. The "How to Develop an Interactive Marketing Strategy" is a dynamic session that will present a wide range of interactive/online marketing topics in an easy to follow and practical format. Discussions will include fundamentals such as Web site basics, online advertising, e-mail campaigns, search engine optimization (SEO), measuring campaigns as well as best practices and useful interactive marketing tips. In addition, the workshop will cover advance topics including trends in social networking, mapping, Web site analytics, user-generated content and video. To register for a workshop please contact Sarah Martins at [smartins@azot.gov](mailto:smartins@azot.gov) or by phone at 602-364-3687.

#### December 5, 2007

1:00 – 4:00 p.m.

Hotel Valley Ho

6850 East Main Street

Scottsdale, Arizona 85251

#### December 13, 2007

1:00 – 4:00 p.m.

Cochise College Benson Campus

Room 113

1025 State Route 90

Benson, Arizona 85602

## Trippin' with AOT

### German Trade Show Opportunity

The Arizona Office of Tourism would like to invite you to join us at International Tourismus Boerse (ITB), the largest travel industry trade show in the world. ITB will be held March 5 - 9, 2008 in Berlin, Germany and more than 1000,000 trade visitors and 11,000 exhibitors from 180 countries are expected to attend. ITB is not an appointment show; however, Arizona's representatives in Germany do schedule appointments with German, Austrian and Swiss tour operators and media representatives. Participation fees are: **DMO's**: \$2,000 for the primary delegate and \$500 for the second delegate (plus travel) **Suppliers**: \$1,500 for primary delegate and \$500 for the second delegate (plus travel) Please contact Loretta Belonio at: [lbelonio@azot.gov](mailto:lbelonio@azot.gov) or 602-364-3725 if you are interested in attending.

### French Sales Mission Opportunity

The Arizona Office of Tourism will be conducting a three day sales mission to France in March 2008. The mission will take place immediately following the International Tourismus Boerse (ITB) in Berlin and will be made up of trade and media appointments in a major city, followed by an event in Paris which will be attended by key trade and media representatives. Arizona welcomed 72,000 French visitors in 2005 so the mission will be an excellent opportunity to further highlight Arizona as a destination to this important European market. The cost to

participate will be: (excluding travel) DMO's: \$1,500 for the primary delegate / \$500 for the second delegate. Supplier Organizations: \$1,000 for the primary delegate / \$500 for the second delegate. For additional information or a participation form, please contact **Loretta Belonio** at: (602) 364 3725 or [lbelonio@azot.gov](mailto:lbelonio@azot.gov)

### **Vancouver Trade Show Participation and Brochure Distribution Opportunity**

AOT invites you to exhibit at the Vancouver Golf & Travel Show in Vancouver, BC February 16- 17, 2008. This consumer show expects to attract more than 20,000 Canadian golfer enthusiasts over three days. Space is limited. The cost is \$800 plus travel expenses and shipping expenses. Additionally, AOT is offering the opportunity to have your brochures distributed for \$200, plus shipping. Please call for details. Space is limited. If you are interested in participating in this event, please contact Kristy Swanson at [kswanson@azot.gov](mailto:kswanson@azot.gov) or call 602-364-3696.

### **Toronto Trade Show Participation and Brochure Distribution Opportunity**

AOT invites you to exhibit at the Toronto Star Golf & Travel Show in Toronto, Ontario, February 29-17, 2008. This consumer show expects to attract more than 30,000 Canadian golfers over three days. Space is limited. The cost is \$800 plus travel expenses and shipping expenses. Additionally, AOT is offering the opportunity to have your brochures distributed for \$200, plus shipping. Please call for details. Space is limited. If you are interested in participating in this event, please contact Kristy Swanson at [kswanson@azot.gov](mailto:kswanson@azot.gov) or call 602-364-3696.

## **Industry News**

### **Americans Continue to Travel Despite Uncertain Economy**

A growing sense of economic uncertainty so far hasn't left Americans uncertain about their travel plans. In fact, a new survey found that 75 percent of Americans said they plan to spend at least as much on leisure travel in 2008 as they did this year. Overall, the survey found 93 percent of Americans have taken a leisure trip in the past year, with 16 percent taking four or more trips. In contrast, only 85 percent took trips last year. The annual 2007 Travel Industry Survey, conducted by Deloitte, also found that 63 percent of Americans plan to travel during the holiday period between Thanksgiving and New Year's, with 32 percent planning to take more than one trip during that period. (*Travel Weekly.com, 11/21; Special to TA*)

### **Canadians Expected to Heat up Arizona's Economy**

For those hoping that Arizona's suddenly sputtering economy could stay as warm as its seemingly endless summer, says USA Today, help is on the way from colder climes. Like Canada. Tourism officials expect to see a continued growing influx of Canadian visitors during the waning weeks of autumn and across the winter, possibly stronger than ever because their money is worth more this year than the U.S. dollar for the first time in the past 30 years. The Canadian dollar was trading at \$1.01 at one point in late November, or 63 percent more than the all-time low 61.79 cents it was valued at in January 2002. "We expect more Canadians this year," said Bob Ingram, executive director of the Yuma Visitors Bureau. "We are optimistic about it." Metropolitan Yuma's population of 180,000 has swelled the past few winters to about 300,000, with snowbirds flocking in from across the West Coast and from the Canadian provinces of British Columbia and Alberta. Last year, 496,300 Canadians spent time in Arizona, up 17.4 percent from 423,000 in 2005, and nearly double the 255,000 Canadians who visited the state in 2002. Mexico and Canada continue to provide the most visitors to Arizona, followed by Britain, Germany, other European

countries and Japan. Many Europeans come to experience the Arizona summer, while viewing the Grand Canyon is the top priority for a large number of Japanese.

### **Travel Industry Pleased with Holiday Travel Experience**

Travel industry leaders said Tuesday that despite weather-related delays in some parts of the country, overall the Thanksgiving weekend showed that a comprehensive approach to improving the travel experience can work. Roger Dow, president and CEO of the Travel Industry Association, said President Bush, the Transportation Safety Administration and the airlines, among other, all deserve credit for the role they played in helping making the holiday travel process run smoothly. "An efficient and secure air travel process is critical to the success of our nation's businesses, hotels, restaurants, attractions and other members of the travel community," Dow said. "We can use this example to put in place systems and processes that give confidence to travelers that they will arrive safely and on-time to their destination with a minimum of hassle." *(Special to TA)*

### **Tourism Gains Cited in Fed Report**

U.S. economic growth slowed in recent weeks as businesses reported sluggish retail sales, mixed results from the manufacturing sector and a continued slump in housing, the Federal Reserve said Wednesday. In its "beige book," an anecdotal survey of the economy named for the color of the report's cover, the Fed cited tourism gains in five of its 12 districts. In the 1st District, covering much of New England, the report said tourism in Boston was strong, but expressed concern that high energy costs could hurt leisure travel in 2008. Tourism was strong in the 2nd District, which covers New York, northern New Jersey and Fairfield County, Conn. In the 6th District, covering much of the Southeast, Florida got a boost from foreign travelers, and the Fed expects Canadians will travel to the state in record numbers this winter as they take advantage of the appreciation of the Canadian dollar. Elevated gasoline prices, however, were seen as a potential drain on tourism. Strong tourism spending was also cited in the 9th District, which covers Minnesota, Michigan and northern Wisconsin, and the 12th District, which includes western states. *(Page 6B, USA Today)*